

☆ 60s

VARIGRAPH



Specimen Catalog

GRAPHIC ARTS SUPPLIERS
1455 East 49th St.
Brooklyn, N. Y. 11234
Code 212 - CO 6-1330 - CH1-8583

The Varigraph

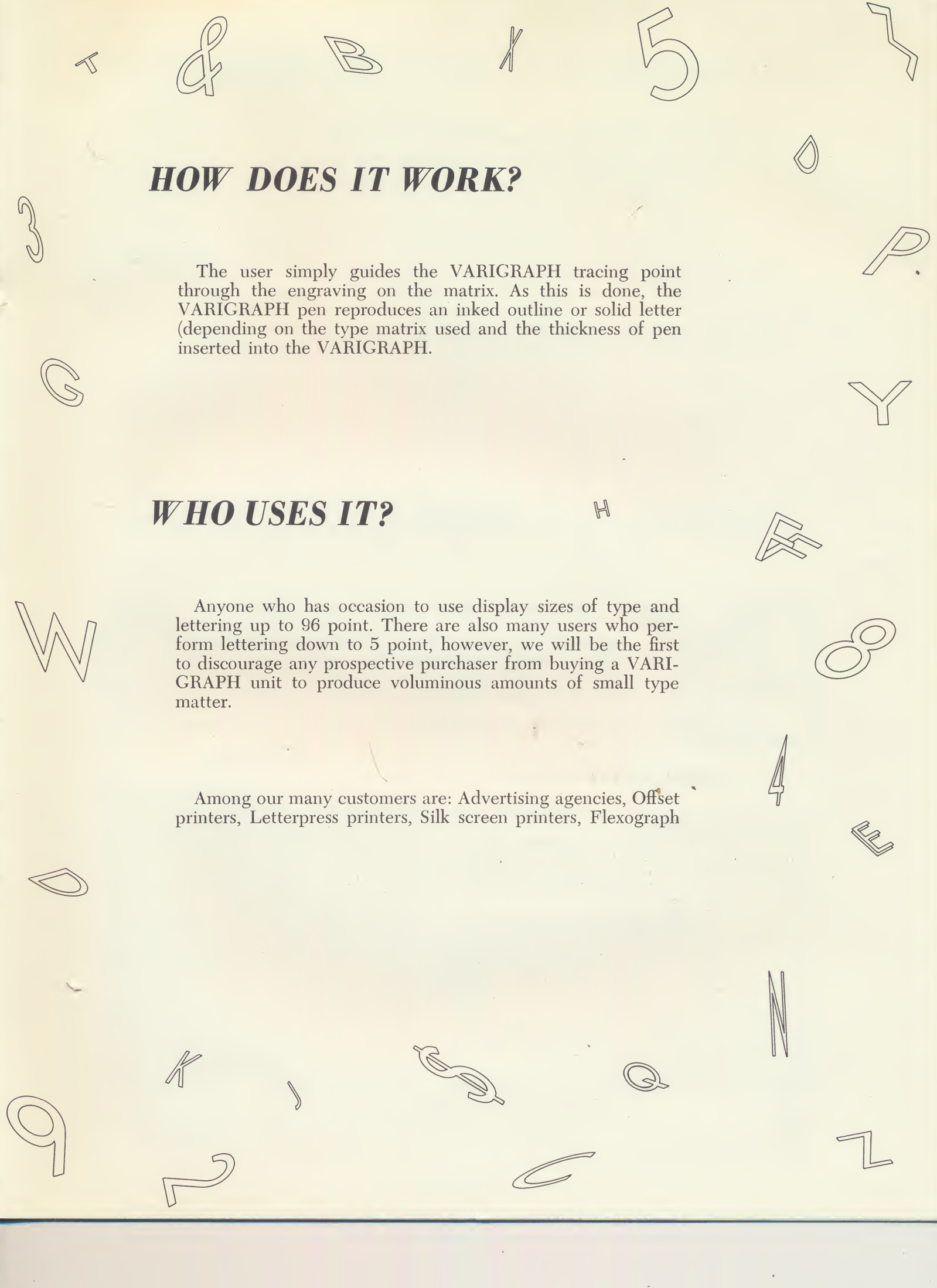


WHAT IS IT?

The VARIGRAPH is a compact precision built 1¼ lb. mechanical type setting instrument. It is 7" x 7" x 1½". A complete working unit can be stored in a desk drawer.

WHAT DOES IT DO?

It sets formal and creative headline lettering. By adjusting two controls on the VARIGRAPH, hundreds of sizes and shapes of type from 14 to 72 points can be made from a single alphabet (matrix). Using the new ITALIC VARIGRAPH, hundreds of additional variations of forward and back slanting letters can also be made from the same matrix. If you were to buy type in all the sizes and variations that a VARIGRAPH could make from one matrix, you would have to buy thousands of fonts to do so.

The page is decorated with various letters and symbols in a stylized, outlined font, scattered around the text blocks. These include: T, d, B, X, 5, 7, 3, G, P, Y, H, F, W, 8, 4, E, N, Q, C, Z, 9, K, S, 2, 1, and 6.

HOW DOES IT WORK?

The user simply guides the VARIGRAPH tracing point through the engraving on the matrix. As this is done, the VARIGRAPH pen reproduces an inked outline or solid letter (depending on the type matrix used and the thickness of pen inserted into the VARIGRAPH).

WHO USES IT?

Anyone who has occasion to use display sizes of type and lettering up to 96 point. There are also many users who perform lettering down to 5 point, however, we will be the first to discourage any prospective purchaser from buying a VARIGRAPH unit to produce voluminous amounts of small type matter.

Among our many customers are: Advertising agencies, Offset printers, Letterpress printers, Silk screen printers, Flexograph

printers, Chartists, Forms Designers, Draftsmen, Visual Aids, Film and T.V. producers, Display designers, Package designers, Map makers, Free lance artists, etc., etc.

WHY IS VARIGRAPH SO UNIQUE?

The answer to this question can best be illustrated by means of the comparison chart shown below. Brands "A" to "E" are the most popular devices used today besides VARIGRAPH for setting display type headings. Their names will be furnished upon request.

Characteristics	Brands					
	VAR	A	B	C	D	E
SPEED OF OPERATION	GOOD	GOOD	GOOD	GOOD	GOOD	GOOD
NEED TO STAT LETTERING TO REQUIRED SIZE	LITTLE	MUCH	MUCH	MUCH	MUCH	MUCH
ORIGINAL EQUIPMENT COST (LESS ALPHABETS)	MOD.	HIGH	HIGH	HIGH	LOW	NONE
COST OF SUPPLIES (FILM, CHEMICALS, ETC.)	NEGL.	HIGH	HIGH	HIGH	NONE	NONE
EASE OF OPERATION	GOOD	GOOD	GOOD	FAIR	GOOD	GOOD
VISIBILITY OF WORK (AFFECTS SPELLING, ETC.)	GOOD	POOR	POOR	POOR	GOOD	GOOD
FLEXIBILITY OF SIZES & EASE OF COPYFITTING	EXCL.	POOR	POOR	POOR	POOR	POOR
ABILITY TO PRODUCE WORK IN COLOR & ON COLOR	EXCL.	POOR	POOR	POOR	POOR	POOR
ABILITY TO WORK ON DIRECT IMAGE PAPER PLATES	EXCL.	POOR	POOR	POOR	POOR	POOR
ABILITY TO WORK ON ACETATE & DIFFICULT SURFACES	EXCL.	FAIR	FAIR	FAIR	NONE	FAIR
STORAGEABILITY & PORTABILITY	GOOD	POOR	POOR	POOR	FAIR	GOOD
COST OF MAINTENANCE REPAIRS & SERVICE	LOW	LOW	LOW	LOW	NONE	NONE
REPLACEMENT COSTS DUE TO CONSUMPTION	LOW	LOW	MED.	MED.	HIGH	HIGH
ABILITY TO PRODUCE CREATIVE & TRICK LETTERING	EXCL.	POOR	POOR	FAIR	FAIR	FAIR
QUALITY OF FINISHED WORK	GOOD	GOOD	GOOD	GOOD	GOOD	GOOD

HOW MUCH EQUIPMENT IS NECESSARY?

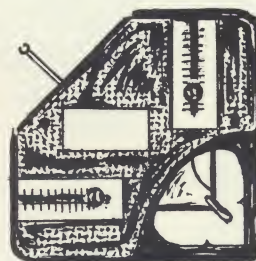
Surprisingly little. Because of the VARIGRAPH's great flexibility, one matrix can be used for countless sizes and variations. Many purchasers select one to four basic styles to cover all requirements. The insert shows three VARI-GRAPH units, one of which, is most likely to suit your own needs.

Basic Varigraph Equipment



ITALIC MODEL VARIGRAPH

Determines height, width or slant of the reproduced letter. THE OFFICE MODEL VARI-GRAPH is identical except that it does not slant lettering.



MATRIX or MAT

Determines the style of lettering. There are over 220 mats from which to make your selection. Symbols or special designs are also available.

• ZXVJKQGBCFMHINATESORDULYPW •



PEN

Determines thickness of line. There are 12 line thicknesses in all. Ordinary black or colored india inks or water-colors may be used in pens.



VARIGRAPH

91CU

APPLICATIONS

DISPLAY

37U

MATERIALS

Separation

of
COLOR
COLOR

On Acetate

32U
43U
68U
68L

Electronic Mimeograph Stencils

61U
61L

*Flexograph Rubber Plates
Lacquered Surfaces
Color Aid Paper
Frosted Vinylite
Tracing Cloth*

53U
53L

*Direct
Image*

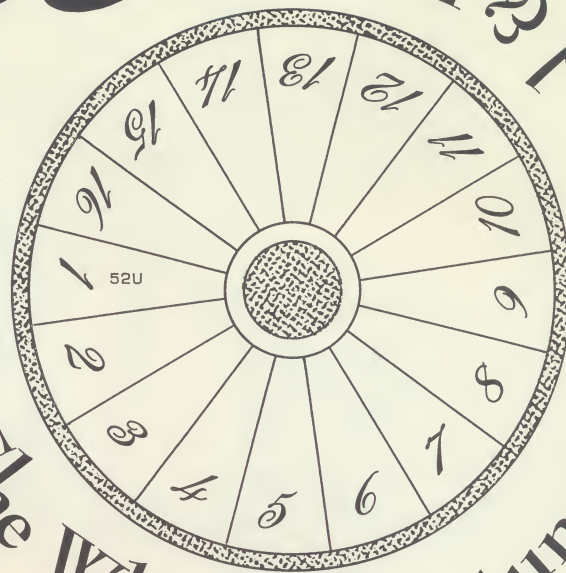
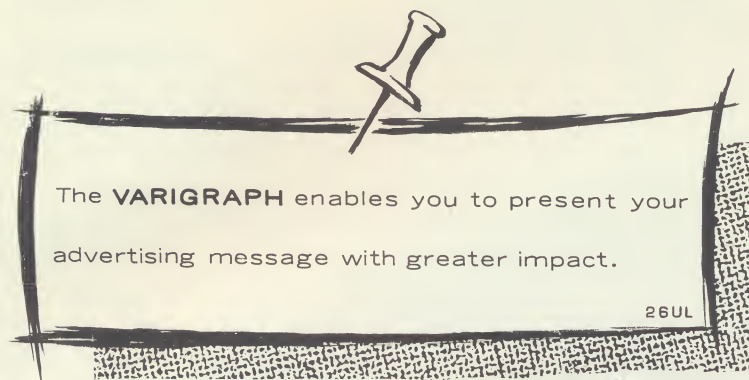
57U
57L

Paper Plates

86U
86L

GO MAN-^{81SU}GO

Round & Round
Spins



The Wheel of Fortune Spins



E-2

*You Are Cordially
Invited*

52U & 52L



MP-1



A-1



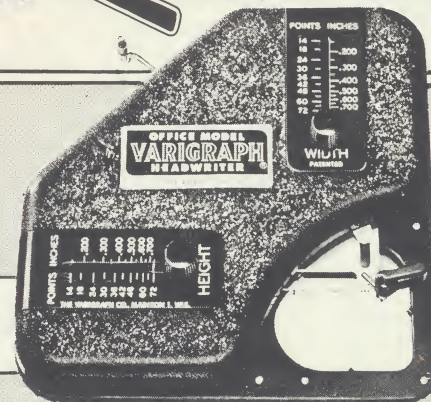
SPECIAL!
TODAY ONLY

63FU



MU-1

FOR FORMAL & CREATIVE LETTERING



965U

85FU

THE DUSTY TRAIL & THE



9FU

FOLD ON THE DOTTED

77U

BEYOND

77U A

OVER HILL OVER DALE AS
SHADOW

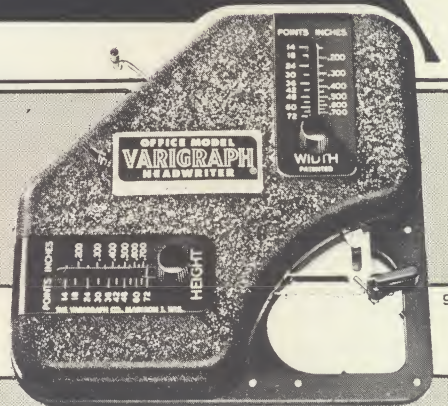
3X PHOTOSTAT OF 71U

BIG

A-1



FOR LOW COST, TIME SAVING OPERATION



965U



Fresh Dressed-Ready to Cook



FRYERS

BONELESS ROUND
Corned Beef

lb **69¢**

WETZSTEIN'S
Smoked Tongues

lb **49¢**

Whole

lb **28¢**

Cut up lb. **32¢**

FRESH DRESSED READY TO COOK

Chicken Parts

LEGS

lb **49¢**

no Backs included

BREASTS

lb **55¢**

no Backs or Wings included

CUBED

Veal Steaks

lb **79¢**

GRAND UNION

Skinless Franks

1-lb pkg. **59¢**



KRAFT

Mayonnaise

qt. jar **59¢**

FRESHPAK

Catsup

14 oz. btl. **349¢**

DEEP BLUE (light solid pack)

Tuna Fish

7 oz. cans **379¢**



JUICY LUSCIOUS
Cantaloupes
4 for 75¢



EARLY DAWN

EASTERN FLIES FASTER TO FLORIDA AND MORE



95U



52U & 52L



93U

**SECRETS FOR CREATING EYE
CATCHING DISPLAY HEADINGS**

- 1-Select type faces which most nearly expresses character of the message.
- 2-Letter headings in a manner which will further accentuate the character of the message.
- 3-For most purposes, no more than one heading should be "trick" lettered.
- 4-As a general rule, no more than three styles or sizes of type should be used on a page.
- 5-Be sure all "trick" lettering and irregularly proportioned lettering remains readable and in harmony with surrounding elements.

CAPTION 35U. TEXT 26UL

BORDER DESIGN SPECIAL ENGRAVING NISSIM HIZME.
NEW YORK, N.Y.

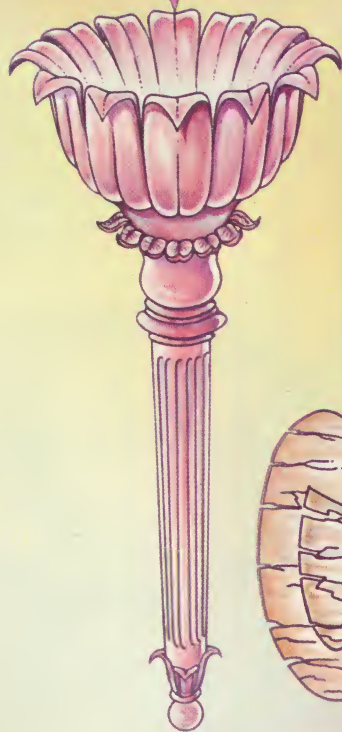
A NEW PERSPECTIVE
OFTEN

685U

28U

73U

MAY 24th, 1963



All Men by These Presents That

The Members of
Ladder Company 122

Herewith present this Memento to

John J. Ryan

On the occasion of his retirement after
20 YEARS MERITORIOUS SERVICE

A WORTHY FIREMAN, SEEKER OF TRUTH, KNOWLEDGE, (AND HIS USUAL TWO COLD ONES), WE HONOR HIM FOR OTHER QUALITIES AS WELL, SUCH AS, BEING SHORT ON IDLE TALK AND LONG ON NEEDED ACTION. AND SO A TOAST TO A RESPECTED TOASTMASTER AND CONNOISSEUR OF LITERATURE, AND A PRAYER, THAT THE BOOK OF HIS FUTURE WILL BE FILLED WITH MANY, MANY HAPPY ENTRIES.

**GOOD LUCK &
GODSPEED**

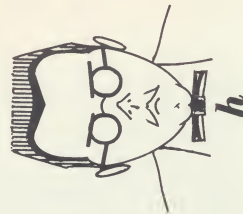
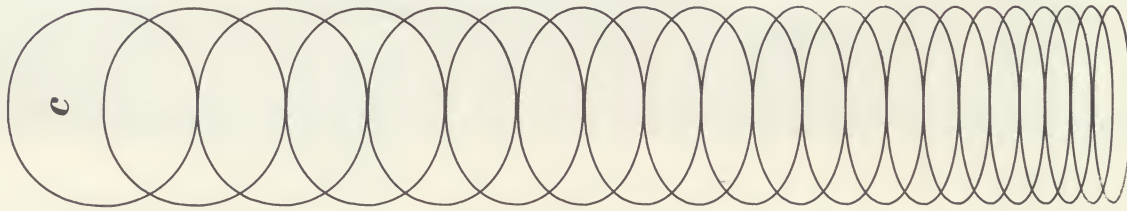
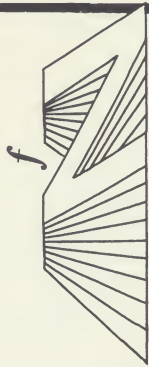
THIS PAGE

All from Matrix 91U

- a** Letterhead (using stick-on shading film)
- b** Expanding widths of letter "O"
- c** Reducing heights of letter "O"
- d** Increasing heights & widths of letter "O"
- e & f** Varying angles of letters "O" & "N"
- g** Air-brush background (mask cut from "X")
- h** Cartoon made from segments of letters
- i** Varigraph line ruled & lettered form

Form No. CS-273
7-1-64

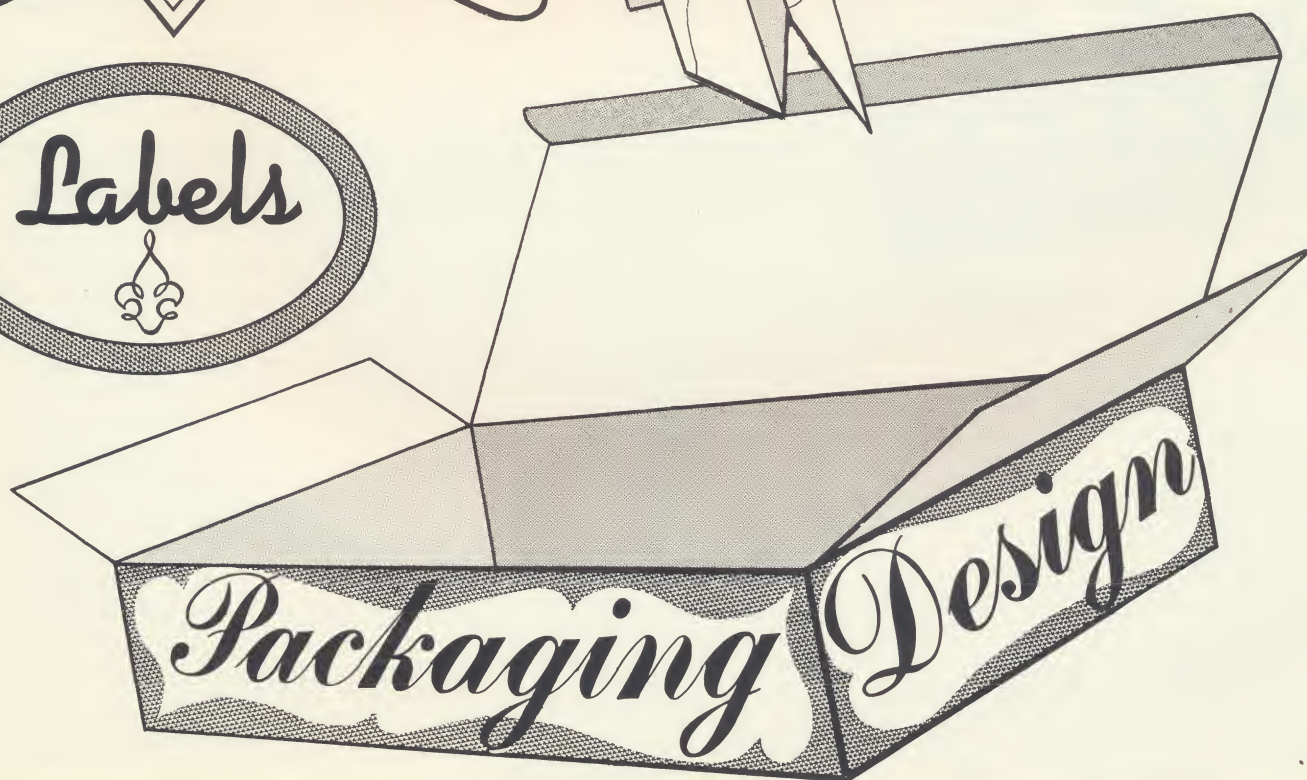
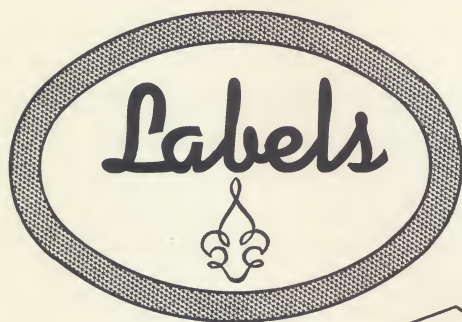
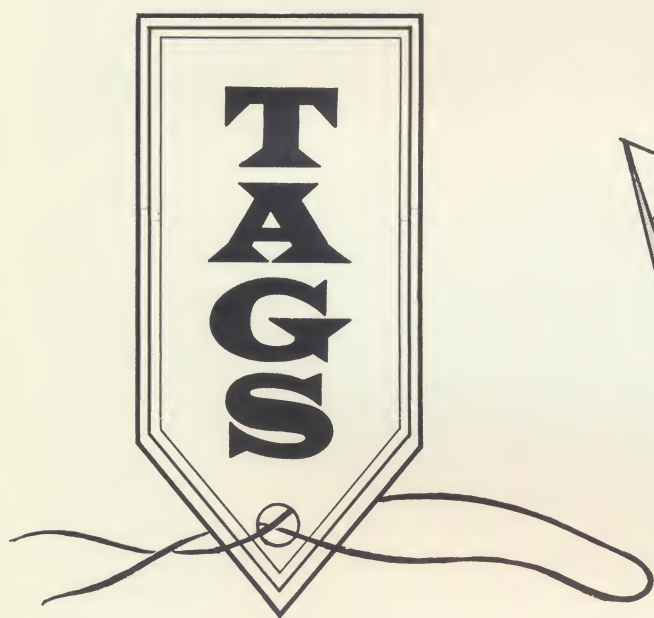
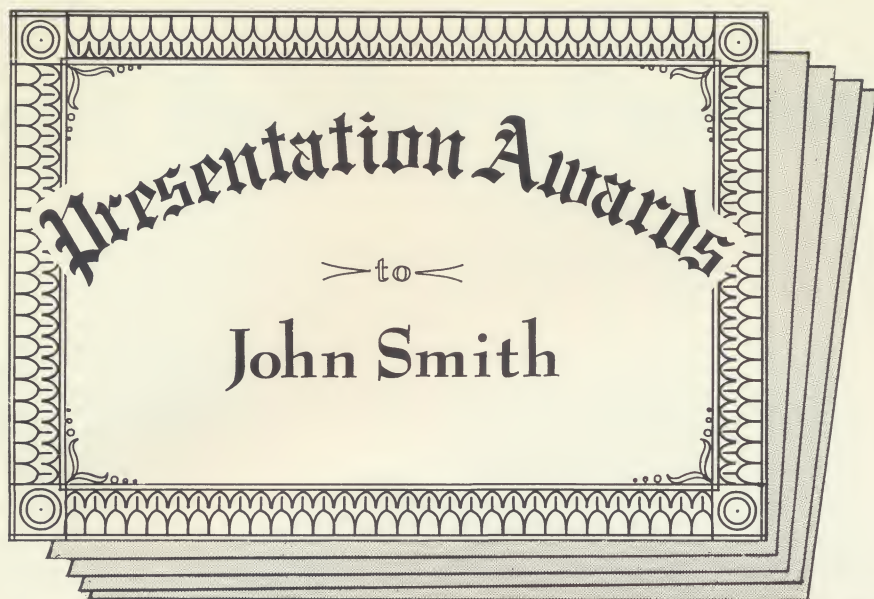
GRAPHIC ARTS^a SUPPLIERS
1455 EAST 49TH STREET, BROOKLYN, NEW YORK 11234



SOLD TO

i

[illegible]



CAN ANYONE OPERATE A VARIGRAPH?

Yes, the average office worker can produce straight production lettering in one hour's practice. If this is not the case, you may return all merchandise within two days from delivery and we will make a full refund promptly.

EQUIPMENT CONSTRUCTION & SERVICE

All Varigraph Instruments are built to fine watch-like tolerances. Moving parts are machined from rust-corrosion-proof materials such as nickel silver. New precision ball-bearing joints insure years of trouble-free service. Extreme rough handling may, however, result in the need for service before expiration of the one year guarantee. In this event, a loaner instrument can be shipped in order to reduce work delays during free service of your instrument.

Mats require no service. If dirtied, they may be cleaned with household soaps or cleaning fluids.

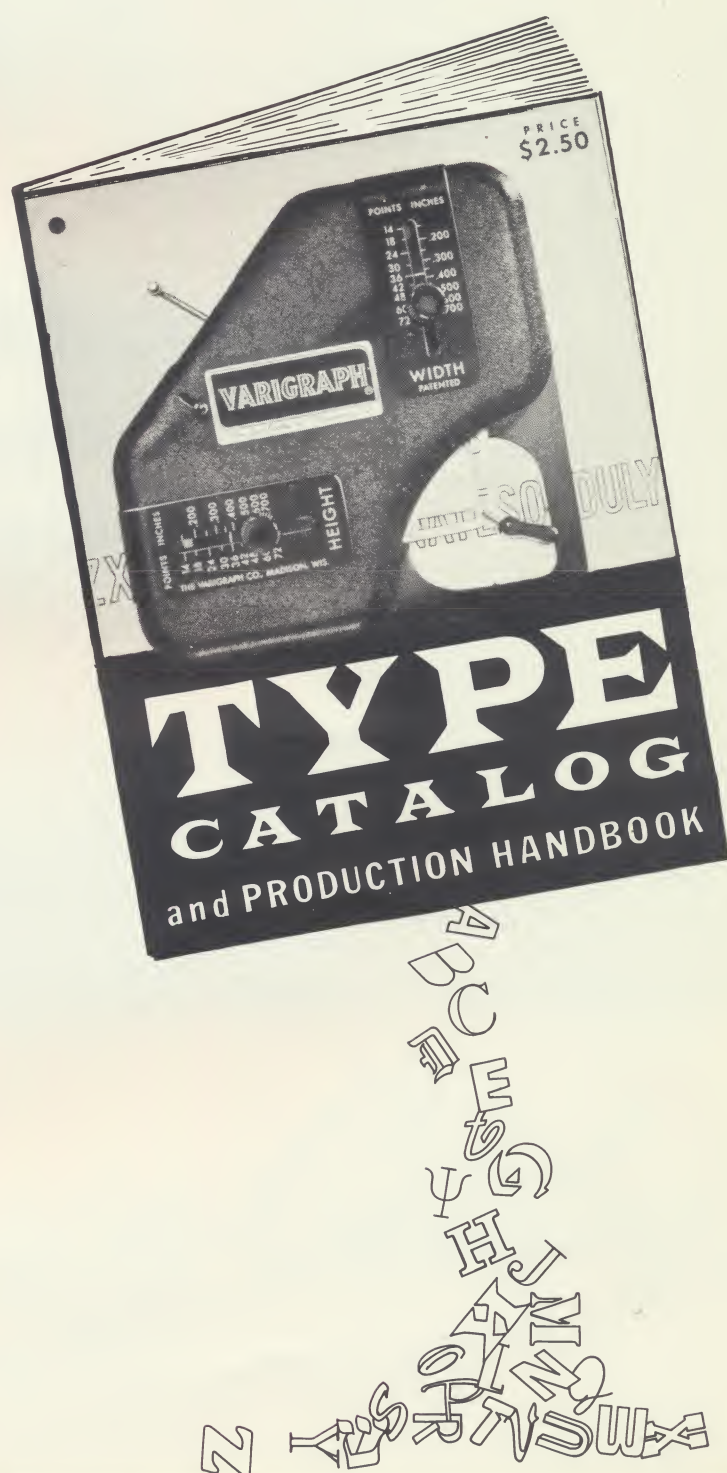
Pen wear is negligible in the Varigraph. Careless handling may result in breaking or losing the fine needle parts. These are replaceable at very small costs.

Type Catalog & Production Handbook

On these limited pages we have presented only a smattering of VARIGRAPH possibilities and only a sampling of available equipment. Actually, hundreds of mats are available for practically all type-style requirements. Also, a wide variety of accessories for many graphic arts processes.

For detailed listings of prices, styles and accessories, see the VARIGRAPH Type Catalog & Production Handbook (free with each VARIGRAPH purchase). Included therein are all available mats, each illustrated from "A" to "Z". Also, a comprehensive text on VARIGRAPH operation, over a dozen articles relative to the whole graphic arts field, and an eight page glossary of terms.

Because of many requests from sources interested in the texts alone, we have made this publication available for \$2.50 per copy, plus 50¢ postage and handling. These charges may be applied towards any future VARIGRAPH purchase. A no-time-limit money back guarantee is made with each copy sold. Please use the enclosed reply card to place your order.



a great time saving device and we
using the machine.
NYNS BELLAMY, ARCHITECT, A. I. A.
attle, Washington

CHERRY BROADCASTING CO.
Orlando, Fla.

JAY GREEN & SON, PRINTERS
Phoenix, Arizona

UNION LITHO-METAL CORP.
Chicago, Ill.

MAP PUBLISHING & ADVERTISING
Hempstead, New York

PICTORIAL PAPER PACKAGE CORP.
Aurora, Ill.

I would not be without the instrument.
I am presently opening a new Card Design
Center and made it a point to have one
of your instruments.
INTERNATIONAL BUSINESS MACHINES CORP.
Cleveland, Ohio

We are extremely pleased with this ma-
chine...We use it for almost all our
headlines and prices in nearly every ad.

WINKELMAN'S
Wausaw, Wis.

ROTARY INTERNATIONAL
Evanston, Ill.

Rotary International has used your Vari-
graph machines for years. These machines
are used for lettering our charters and
certificates of election.

GLENN YATES JR. AIA ARCHITECT
Portsmouth, Virginia

AL ROSE PUBLICATIONS
Modesto, Calif.

Considering the rugged daily usage
our equipment receives, we find our
Variograph units stand up very well.

JESSE KRAVITZ AGENCY
New York, N. Y.

WESTERN ELECTRIC CO.
New York, N. Y.

**SINCE THE INTRODUCTION OF VARIGRAPH
EQUIPMENT IN 1948, IT HAS BEEN OUR
PRIVILEGE TO SERVE MANY SATISFIED
CUSTOMERS. A LARGE NUMBER HAVE BEEN
SO KIND AS TO WRITE THEIR PRAISES FOR
OUR PRODUCTS. IT IS OUR HOPE THAT IF
YOUR NEEDS CAN BE FILLED BY VARIGRAPH
EQUIPMENT, WE MAY ALSO SERVE YOU AS
WELL IN THE NEAR FUTURE. IN THE
MEANTIME, WE WILL BE HAPPY TO AN-
SWER ANY QUESTIONS CONCERNING THE
APPLICATION OF VARIGRAPH EQUIPMENT
TO YOUR OWN PARTICULAR OPERATIONS.**

THE ENGINEERING
SOCIETY OF DETROIT, INC.
Detroit, Mich.

Varigraph Inc.

THE SOCIETY OF AMERICAN
REGISTERED ARCHITECTS
Atlanta, Georgia

ARTIFICIAL CO.
Lancaster, Penn.

SOUTHEASTERN PENNA.
COOPERATIVE

ISCO MOTORS
Chicago, Ill.

ART BRUSH CREATIONS
Madison, Wis.

LINCOLN ENGINEERING CO.
St. Louis, Missouri

MAUR, INC.
Minneapolis, Minn.

STARLINE CORP.
Albuquerque, N. M.

THE MARYLAND NATIONAL CAPITOL PARK
AND PLANNING COMMISSION
Silver Springs, Md.

We have since acquired a second in-
strument to keep up with the volume
of Varigraph work required...